

U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS

FORM

DUE DATE FEBRUARY 12, 1998

SV-7301

1997 ECONOMIC CENSUS ADVERTISING AND RELATED SERVICES

OMB No. 0607-0827: Approval Expires 10/31/99

SV-7301

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS 1201 East 10th Street Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

Please read the accompanying instructions before answering the questions.

Census use

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YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, YOUR CENSUS REPORT IS CONFIDENTIAL. It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

Item 1. EMPLOYER IDENTIFICATION NUMBER					Item 4. LEGAL FORM OF ORGANIZATION						
Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its					Which of the following best describes this establishment's legal form of organization during 1997?						
latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?					Mark (X) only ONE box.						
094 1 ☐ Yes 2 ☐ No – Report current EIN below					003 1 ☐ Individual owner (sole proprietorship)						
(9 digits)					2 ☐ Partnership – Mark (X) this box if you file a partnership Federal income tax form.						
lte	m 2. PHYSICAL LOCATION				Government – Specify						
a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)			0 ☐ Corporation – Mark (X) this box if you file a corporate Federal income tax form, including Subchapter S corporations.								
	093 1 ☐ Yes 2 ☐ No – Report phy	ysical loc	ation below	9 Other – <i>Specify</i>							
	Number and street			HOW TO REPORT	Dollar figures should be rounded to thousands of dollars.	Mil- lions (000)	Thou- sands (000)	Dol- lars (000)			
	City, town, village, etc.	State	ZIP Code	DOLLAR FIGURES	Example: If a figure is \$1,125,628.79 • Preferred	1	126	(000)			
		4 - d i i -	le the level	FIGURES	report Acceptable	1	125	629			
D.	Is this establishment physically loca boundaries of the city, town, village	, etc.?	ie the legal	Item 5.	OOLLAR VOLUME	Mil.	Thou.	Dol.			
095 1 ☐ Yes 3 ☐ No legal boundaries 2 ☐ No 4 ☐ Do not know					NG RECEIPTS of this ent in 1997	010					
	In what type of municipality is this e	otoblich		Advertising income –	g agencies should report operating not gross billings.		 				
C.	physically located?	estabiisii	ment	Item 6.	PAYROLL	Mil.	Thou.	Dol.			
	096 1 City, village, or borough			Payroll in	1997, BEFORE DEDUCTIONS	030	l 				
	2 Town or township			a. Annual	l						
	3 ☐ Other – <i>Specify</i> 4 ☐ Do not know					031					
d.	In what county (e.g., Dade County) is t	his estal	olishment		uarter (January-March)		Numbe	r			
	physically located?			Item 7.	EMPLOYMENT	032	Number				
				Number o	f paid employees for pay						
lte	m 3. OPERATIONAL STATUS	N 002	lumber of months	(Include bo	cluding March 12, 1997 th full- and part-time						
a.	How many months during 1997 was this establishment actively operated		2	employees	5)						
b	Which of the following best describe		tahlishment's								
5.	status at the end of 1997? Mark (X) or	nly ONE I	box.								
	001 1 In operation		Figures only								
	2 Temporarily or seasonally inc		Month Year								
	3 ☐ Ceased operation – Give date 4 ☐ Sold or leased to another ope Give date at right AND enter	erator –			CONTINUE WITH ITEM 8 ON PA	AGE 2					
	etc., below				CONTINUE WITH THE WITH ONLY	IOL Z					
	Name of new owner or operator										
	Number and street										
	City	State	ZIP Code								

Item 8. KIND OF BUSINESS OR ACTIVITY a. Mark (X) the ONE box which best describes this establishment in 1997.	Item 9. SOURCES OF RECEIPTS Report receipts by source either in dollar figures (see example for item 5) or as percentages (in whole percents) of the total – see example below. Please do not combine data for two or more receipts lines.								
Advertising agencies and related services	70	NOTE – Lines a(1) and a(2) represe (media commission and service ch	ent the arges)	agency after su	compei btractin	nsation	osts		
Advertising agencies	7311001	as shown on lines s and t from billings on lines q and r. Line a(1) – Commissions and/or negotiated contract fees for placing advertising in periodicals, television, and other media. Report gross media billings on line q and cost of media on line s.							
Outdoor advertising services	7312001	Line a(2) – Fees or commissions for artwork, plates, printed materials, supplied or performed by other by	or such	n materi gations,	als and etc., on	ly wher	1		
Display advertising services, except outdoor (e.g., indoor posters, bus/subway car advertising)	7319301	billings for materials and services line t. Line a(3) – Fees for services perfo	rmed b	y this a	agency,	, such a	S		
Public relations services	8743001	consultant fees, charges for special services performed in agency, and other service fees. Report fees from photography on line i, art on line j, graphic design services on line k, and market research on line l. For clients on a minimum fee basis of compensation, include							
Media buying services	7319101	amounts billed to clients for the difference between agency income on media and production, and the agreed-upon minimum. For clients on an overall fee basis of compensation, include the difference							
Radio and television advertising representatives	7313101	between credited media and/or production commissions, and the agreed-upon fee. Line c(1) – Receipts from the preparation of advertising for outdoor							
Publishers' advertising representatives	7313201	display. Include receipts from constructing, repairing, and maintaining display boards and from posting advertising. Lines i, i, k, I – Fees for services performed by this agency. Report							
Mailing list compilers, brokers, or managers	7331101	fees or commissions for services s business organizations on line a Line q – Billings for publications (o	a(2).			•			
Direct mail advertising services, except mailing list services	7331201	radio and television time. Include a clients of this agency. Include med basis of compensation at gross am commissions are credited against	amoun lia billin nount (v	ts billed ngs for whether	directly clients o or not	by med n overa agency	dia to		
Advertising material distributor (delivery of advertising samples, except by mail)	7319201	Line r – Billings for materials and s to agency income for line a(2) above regardless of the method of compu	ve. Incl	ude gro	ss recei	pts	ence		
Advertising specialties goods distributor (selling goods featuring advertising or promotional		Line s – Cost of advertising media expenses incurred in placement of Line t – Cost of materials and serv	advert	tising sp	oace.		ıde		
messages such as pens, calendars, key chains, etc., to clients)	<u> </u>	include agency expenses incurred services.					I		
Market research and public opinion polling	8732201	HOW TO REPORT If figure is 38.76% total sales:	of	Mil.	Thou.	Dol.	Per- cent		
Marketing consulting services (providing advice and counsel to clients on marketing strategy, pricing, new product development, etc.)	8742301	• Report whole per Not acceptable —	rcents-				39 38.76		
Sign painting and lettering shop	7389101	Sources of receipts	Cen-		IATES a t dollars	OR pei	rcents.		
Welcoming services (providing coupons and		Courses of receipts	use	Mil.	Thou.	Dol.	Per- cent		
and the second of the contract					l ,		COIIL		
advertising materials to new residents of community)	7389211	Operating receipts a. Advertising agency receipts –	400	401	 		402		
	7389211		400	401	 				
community)		a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with	400	401					
Community)	7335001 	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line	0051	401					
Commercial photography	7335001 7336101 7336201 3993001	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t)	0051	401					
Community)	7335001 7336101 7336201	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions.	0051 0052 0053	401					
Commercial photography	7335001 7336101 7336201 3993001	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t)	0051	401					
Commercial photography	7335001 7336101 7336201 3993001	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions. b. Public relations services	0051 0052 0053	401					
Commercial photography	7335001 7336101 7336201 3993001	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions. b. Public relations services c. Display advertising services	0051 0052 0053 0100	401					
Commercial photography	7335001 7336101 7336201 3993001 77777776	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions. b. Public relations services c. Display advertising services (1) Outdoor (e.g., bill boards) (2) All other (e.g., indoor,	0051 0052 0053 0100	401					
Commercial photography	7335001 7336101 7336201 3993001 77777776	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions. b. Public relations services c. Display advertising services (1) Outdoor (e.g., bill boards) (2) All other (e.g., indoor, transit, aerial) d. Direct mail advertising services (1) Sales of mailing lists	0051 0052 0053 0100	401					
Commercial photography	7335001 7336101 7336201 3993001 77777776	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions. b. Public relations services c. Display advertising services (1) Outdoor (e.g., bill boards) (2) All other (e.g., indoor, transit, aerial) d. Direct mail advertising services	0051 0052 0053 0100 0151	401					
Commercial photography	7335001 7336101 7336201 3993001 77777776	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions. b. Public relations services c. Display advertising services (1) Outdoor (e.g., bill boards) (2) All other (e.g., indoor, transit, aerial) d. Direct mail advertising services (1) Sales of mailing lists (2) Other – including preparation and mailing of	0051 0052 0053 0100 0151 0152	401					
Commercial photography	7335001 7336101 7336201 3993001 7777776	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions. b. Public relations services (1) Outdoor (e.g., bill boards) (2) All other (e.g., indoor, transit, aerial) d. Direct mail advertising services (1) Sales of mailing lists (2) Other – including preparation and mailing of advertising materials e. Distribution or delivery of advertising materials or samples, except mail	0051 0052 0053 0100 0151 0152 0201	401					
Commercial photography	7335001 7336101 7336201 3993001 7777776	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions. b. Public relations services c. Display advertising services (1) Outdoor (e.g., bill boards) (2) All other (e.g., indoor, transit, aerial) d. Direct mail advertising services (1) Sales of mailing lists (2) Other – including preparation and mailing of advertising materials or samples, except mail advertising f. Fees from soliciting advertising	0051 0052 0053 0100 0151 0152 0201	401					
Commercial photography	7335001 7336101 7336201 3993001 7777776	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions. b. Public relations services (1) Outdoor (e.g., bill boards) (2) All other (e.g., indoor, transit, aerial) d. Direct mail advertising services (1) Sales of mailing lists (2) Other – including preparation and mailing of advertising materials e. Distribution or delivery of advertising materials or samples, except mail advertising f. Fees from soliciting advertising for media (1) Newspapers, magazines, and other print media (2) Other (e.g., television, radio)	0051 0052 0053 0100 0151 0152 0201	401					
Commercial photography	7335001 7336101 7336201 3993001 77777776	a. Advertising agency receipts – i.e., preparing advertising and placing such advertising with media (1) Commission on media (line q minus line s) (2) Agency income on materials and services (line r minus line t) (3) Fees – See instructions. b. Public relations services (1) Outdoor (e.g., bill boards) (2) All other (e.g., indoor, transit, aerial) d. Direct mail advertising services (1) Sales of mailing lists (2) Other – including preparation and mailing of advertising materials e. Distribution or delivery of advertising materials or samples, except mail advertising f. Fees from soliciting advertising for media (1) Newspapers, magazines, and other print media (2) Other (e.g., television,	0051 0052 0053 0100 0151 0152 0201 0202	401					

Form SV-7301										Page		
If not shown, please enter your from the address label on page		t Cens	us File	Numbe	er		Census File Number					
Item 9. SOURCES OF RECEIPT	S – Cont	inued				lt	em 11. OWNERSHIP,	CONTROL, AN	D LOCATIO	NS OF OPERATION		
ESTIMATES are acceptable. Cen-Report dollars OR percents.												
Sources of receipts		Mil.	Thou. Dol.		Per- cent	1 ☐ Yes – Complete this item 2 ☐ No – Skip to item 12						
Operating receipts - Continued	400	401	 		402	١.			laluana amal	TINI of the growing		
h. Sale of "specialty advertising" products	0400		 				Is this company owned or controlled by another company?	or controlling		EIN of the owning		
i. Commercial photography	1452											
j. Commercial art and illustratio	n 0602		i I				097 1					
k. Graphic design services	0603		 					EIN (9 digits)				
I. Market research and public opinion polling	1400		1			C.	Does this company own or control any other company or	enter name, ac or controlled c		EIN of the owned		
m. Other advertising services	0450		 				companies?					
n. Sales of merchandise, except specialty advertising products Describe if largest source of receipts			 				098 1 ☐ Yes —→ 2 ☐ No					
076	8601							EIN (9 digits)				
o. All other operating receipts – Describe if more than 10 percent of total receipts 077			 			d	How many establish the Employer Identi in the label (or as co THE END of 1997?	fication Numb	er shown	Number 079		
_	8951						If more than one, provother information indi	vide the physic cated below for	al location	address and lishment. The		
p. TOTAL (Should equal item 5 if reporting in dollars)	8990		 	 	100%		headquarters location locations. If more room format in REMARKS of	should be first, m is needed, co	, followed b	y all other e same		
Gross billings and costs associ with receipts reported on lines		465	1				Estimates are accep	otable if book fi	gures are n	ot available.		
and a(2) above			 				Name		1997	Mil. Thou. Dol.		
q. Sales of (billings for) advertisi media		466	İ	Ì			Number and street		Receipts	082		
r. Billings for advertising materia other outside production servi	ices	467	 			1	City	tate ZIP Code	Annual payroll			
s. Cost of advertising media in line q above		468	 			ľ	Kind-of-business desc	ription	Paid e period i	mployees for pay ncluding March 12		
t. Purchases of advertising mat and services in line r above	erials		<u> </u>									
NOTE – An exported service is a s									Census use	088		
client (individual, government, bus outside the United States (i.e., ou Columbia, U.S. Commonwealth Te	tside the	50 Sta	tes, Dist	rict of	ed		Name		1997	Mil. Thou. Dol.		
Services performed for unaffiliated foreign parent firms, subsidiaries, Services provided to domestic subsidiaries.	d and affi branches	iliated f s, etc.)	oreign f are inclu	irms (i.e uded.	9.,		Number and street		Receipts	082		
excluded.		01 1016	agii iiiii	15 016		2	City	tate ZIP Code	Annual payroll			
Did the receipts reported in ite include any amounts received exported services?				1	T		Kind-of-business desc	ription	period i	mployees for pay ncluding March 12		
405 1 ☐ Yes – Amount —		→	Mil. 406	Thou.	Dol.				083			
2 No				I I					Census (use	088		
REMARKS - Please use this space	ce for an	y expla	nations	that ma	y be ess	sent	l ial in understanding yo	ur reported data				
Period covered Mo.	<u> </u>	s substa	antially M			_	een prepared in accord			rint or type		
by this report FROM:		TC): 	 				scregarding this	ο τσμυτι – Γ	πιι σε τγρε		
Telephone Area code	Number		E	xtensior	1	Tit	le					
Signature of authorized person									Date			